

Date: 23 February 2018

Subject: Greater Manchester Digital Strategy

Report of: Cllr Sean Anstee, Portfolio Lead Leader for Digital City Region and
Tony Oakman, Portfolio Lead Chief Executive for Digital City Region

PURPOSE OF REPORT

The purpose of this report is to seek GMCA agreement of the attached Greater Manchester Digital Strategy. The Strategy reflects wide feedback from GM LEP, GMCA Economy, Business Growth and Skills Scrutiny Committee and incorporates the views of key stakeholders both at, and following the second GM Digital Summit held in December 2017.

RECOMMENDATIONS:

GMCA is requested to:

- Agree the attached GM Digital Strategy, measures and Strategic Action Plan at Section 8 of the Strategy

CONTACT OFFICERS: Phil Swan, GMCA
Helen Wilding, GMCA

1. BACKGROUND

- 1.1 The Greater Manchester Strategy sets out the key priorities we are looking to address as a city-region. The potential of large-scale digital adoption is both critical and transformational for Greater Manchester's continued economic growth and for the challenges we face to ensure that growth is inclusive.
- 1.2 The Greater Manchester Digital Strategy is key to the implementation of the Greater Manchester Strategy and crosses and enables the majority of priorities set out in the GMS. It will also inform the Greater Manchester Industrial Strategy which is currently being developed.
- 1.3 The Digital Strategy attached is the outcome of extensive development and consultation including the two Greater Manchester Digital Summits (July and December 2017) and engagement with partners in industry, the public sector, academia and voluntary and community groups.

2. THE GREATER MANCHESTER DIGITAL STRATEGY

- 2.1 The Digital Strategy sets out a vision that Greater Manchester will be one of the best places in the world for developing and harnessing digital technology to generate growth and improve people's lives. Greater Manchester will be a Digital City-Region with a Difference in terms of its open and innovative approach, and in how it uses digital technology to drive improvements across all areas of economy, society, and all geographies.
- 2.2 The Strategy sets out the digital assets and strengths Greater Manchester has, and how that critical mass can be used to accelerate the adoption and integration of digital technologies. The Strategy also sets out some of the challenges to achieving our vision, these include infrastructure, productivity, inclusion, skills and talent, digital public services and marketing and communications.
- 2.3 The Greater Manchester Digital Strategy includes a Strategic Action Plan highlighting key activities that will build on our strengths and tackle the challenges that could prevent making Greater Manchester a leading digital city-region, and how the success of those actions will be judged across a range of measures. We will continue to work to identify further robust, comparable measures that will give us a more complete picture of GM's progress towards being a world-leading digital city-region.

3 RECOMMENDATIONS

- 3.1 The recommendations can be found at the front of this report.